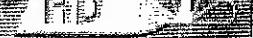


ORDER



KSNW

Orders	Order / Rev:	10238		
	Alt Order #:	06815979	KSNV	
	Product Desc:	JOE HECK 4 CONGRESS	Amy McCreary	
	Estimate:	2214	BLPHI	
	Flight Dates:	10/29/12 - 11/04/12	National	
	Original Date / Rev:	05/24/12 / 05/25/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Placement, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	Name:	Heck Joe for Congress	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PLC02	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	89	\$74,700.00	\$63,495.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	89	\$74,700.00	\$63,495.00	0.00

Account Executives

Account Executives				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Other Share	Share	Total
KOMV		

Market

Total 100% \$201,891.89

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$54,510.81
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$40,378.38
KTUD	0%	\$0.00
KVVU	16%	\$32,302.70
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Order / Rev: 102138 Advertiser: Heck, Joe for Congress
 Alt Order #: 06815979 Product Desc: JOE HECK 4 CONGRESS KSNV
 Flight Dates: 10/29/12 - 11/04/12 Estimate: 2214

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/29/12	11/02/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a		MTWTF--	:30	5	\$400.001	0.00	NM	5	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 5 \$400.00 0.00															
E 2	KSNV	10/29/12	11/02/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a		MTWTF--	:30	10	\$725.001	0.00	NM	10	\$7,250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 10 \$725.00 0.00															
E 3	KSNV	10/29/12	11/02/12	Today Show Today Show	CM	658a-9am		MTWTF--	:30	10	\$900.001	0.00	NM	10	\$9,000.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 10 \$900.00 0.00															
E 4	KSNV	10/29/12	11/02/12	M-F Today Show II 3rd 10AM M-F Today Show II		9-10a		MTWTF--	:30	5	\$425.001	0.00	NM	5	\$2,125.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 5 \$425.00 0.00															
E 5	KSNV	10/29/12	11/02/12	M-F Today Show III 4th 10AM Today 4th Hour		10am-11am		MTWTF--	:30	5	\$325.001	0.00	NM	5	\$1,625.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 5 \$325.00 0.00															
E 6	KSNV	10/29/12	11/02/12	Noon News Noon News	CM	12-1230pm		MTWTF--	:30	5	\$425.001	0.00	NM	5	\$2,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 5 \$425.00 0.00															
E 7	KSNV	10/29/12	11/02/12	Dr. Phil Dr Phil	CM	3-4p		MTWTF--	:30	2	\$450.001	0.00	NM	2	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 2 \$450.00 0.00															
E 8	KSNV	10/29/12	11/02/12	M-F Early News M-F Early News	CM	5-630p		MTWTF--	:30	15	\$1,200.001	0.00	NM	15	\$18,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 15 \$1,200.00 0.00															
E 9	KSNV	10/29/12	11/02/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm		MTWTF--	:30	5	\$1,300.001	0.00	NM	5	\$6,500.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 5 \$1,300.00 0.00															
E 10	KSNV	10/29/12	11/02/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm		MTWTF--	:30	5	\$1,300.001	0.00	NM	5	\$6,500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 5 \$1,300.00 0.00															
E 11	KSNV	10/29/12	11/02/12	Face to Face w/ Ralston CM Face to Face w/ J.Ralston		730-758pm		MTWTF--	:30	5	\$900.001	0.00	NM	5	\$4,500.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 5 \$900.00 0.00															
E 12	KSNV	10/29/12	11/02/12	M-F News 3 at Eleven CM M-F News 3 at Eleven		11pm-1135pm		MTWTF--	:30	5	\$1,200.001	0.00	NM	5	\$6,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12 11/04/12 MTWTF-- 5 \$1,200.00 0.00															
E 13	KSNV	10/29/12	11/02/12		CM	1135p-1237a		MTWTF--	:30	5	\$500.001	0.00	NM	5	\$2,500.00

Order / Rev: 102138
Alt Order #: 06815979
Flight Dates: 10/29/12 - 11/04/12

Advertiser: Heck, Joe for Congress
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2214

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
The Tonight Show															
Tonight Show															
LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5	\$500.00			0.00					
E 14	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.001	0.00	NM		2	\$2,200.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----SS		2	\$1,100.00			0.00					
E 15	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.001	0.00	NM		1	\$375.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$375.00			0.00					
E 16	KSNV	11/03/12	11/03/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$625.00			0.00					
E 17	KSNV	11/04/12	11/04/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$500.00			0.00					
E 18	KSNV	11/04/12	11/04/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.001	0.00	NM		1	\$1,300.00
Meet the Press															
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,300.00			0.00					
E 19	KSNV	11/03/12	11/03/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.001	0.00	NM		1	\$675.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$675.00			0.00					
Totals															89 \$74,700.00